

I oppose loosening the rules designed to promote and protect diversity of media ownership. These rules were adopted to ensure that the public would receive a diverse range of viewpoints from the media, and not simply the opinions of a handful of media conglomerates.

RE: Docket # 02-277
December 5, 2002

To the FCC:

I am writing to you as a citizen and consumer of the media and journalistic news. I have been writing letters for the past four months to various media organizations explaining my dissatisfaction with the news these days. My letters have been courteous, thoughtful, and hopefully helpful to media management. Of the 25 or so letters I have written, I have heard from one person, one person in management.

Various anchors and correspondents have replied to me, some of the busiest staff of these media organizations, but journalists themselves have voiced their own dissatisfaction with the direction the news and media are taking these days. The journalists have responded to me, but management seems to care less and is unresponsive to their viewers, the people who the airwaves, as a public trust, were meant to serve. I am quite concerned that the various media avenues may soon have less regulation which will be quite injurious to a diverse media that is necessary to serve the democratic process of an informed public.

Competition in a free market does not guarantee diversity of thought and representation if the few own the many. The "free press" is beginning to evolve into the press only being free if you are one of the few who own one. Journalists must be free to do their duty, reporting independently back to the public. They need to not have to worry about the ratings or profit, and have to scale back, or ignore a story altogether because their parent company or sponsor would not be seen favorably. Journalists need the capacity, the space, and the support, to be able to function within the journalistic principles with which they embraced their duty. Journalists not only give up personal time and time with their families to serve the public, many, right now, are preparing to go on the front lines, literally, in what may very well be our next "war". Journalists risk their lives for what they do in serving the public. Statistics show that in the last ten years, on the average, one journalist a week has died in the line of doing what they do best, bringing us the "story". Some report the statistics to be higher. We must not stifle them with a slap in the face by deregulating the news even further.

I personally rely on the broadcast networks for receiving my news, more so than newspapers and radio, although I use them as well. The "human" factor cannot be recreated in print, whether on paper or online. For me personally, broadcast journalistic news is a vital function to inform, educate, and empower people. We want a sense of community, if not family, with our news gatekeepers, and we want to know that we, as viewers, matter. This is happening less and less as the mega corporations get bigger and bigger. Just today on one of the 24 hour news networks, a man e-mailed into the program asking that they have a black CEO on their program once and awhile, and stop having just the same few people on, over and over again, and to let others in the community be heard. The network surprisingly read his e-mail over the air, and said that they would. But, it took an e-mail from someone for them to even realize the lack of diversity. And, unfortunately, it took an event like 9/11!

/11 for the corporate media to wake up and realize that the public is interested in international news. Even that is slipping again as the media seems to be reverting back to their old comfortable habits of feeding us entertainment as news, and news as entertainment.

The journalists of today are writing and presenting us with the first drafts of what will be later known as our history. I hope the period that I am living in will not be known for it's laziness, indifference, and decline, where "duty" was defeated by the dollar. I hope the generation that I will have been a part of, will be known as a vibrant, interested, informed, and involved society. Please do not roll back any further the regulatory checks on media consolidation. The airwaves belong to the public, and it is the FCC's responsibility to manage them in the public's interest. This means limiting media consolidation and promoting public access to the media, all of us viewers, for whom the media is supposed to be serving in order to use "our" airwaves.

Thank you for your time and consideration.

Sincerely,
Denise L. Kreps
DLKreps@AOL.com

2260 El Cajon Blvd. #421
San Diego, CA 92104